

ABSTRACT

Methods and apparatus, including computer program products, for data management pertaining to master data management, processing, and optimization; to maintenance management; and to asset management. A master data management system may include a dynamic object identification system. The dynamic object identification system may identify objects using a segmented and coded globally unique identifier. The globally unique identifier may be updated while the objects are within the system. The globally unique identifier may comprise coded segments including a personal identification number, an external key, technical data, and administration data. The technical and administration data may be more or less detailed, depending on, among others, the object, its history of use, and its present circumstances. Implementation of the asset management system may include the use of radio-frequency identification (RFID) tags. The RFID tags may store detailed object information, including critical object information and a globally unique identifier.

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